

RHETORICAL ANALYSIS



LEVELS OF PERSUASIVE APPEAL

ARGUMENTATION: levels of appeal

- **EMOTIONAL**

- This will make you happy. This will end suffering.

- **LOGICAL**

- This is the only reasonable option.

- **ETHICAL**

- Anything but this is inhumane or morally wrong.



She could use a friend. *Will it be you?*

One desperately needy little boy or girl is waiting for a friend like you.

Call now or mail the coupon below for your **FREE** Information Kit, including the photo and personal history of one waiting child who needs your friendship and help. Help you can provide for just \$12 a month.

Make a new friend today by requesting your Free Information Kit. Think how happy one child will be to know how much you care!

Call now for free information:
1-800-255-8400

(If you're 14 or younger, please check with your parents first.)

Children International

www.children.org

Help a Child – Free Information

- ☐ **Yes.** End the waiting for one child. Enclosed is my first monthly gift of \$12. Please send information on my new sponsored child.
- ☐ **Maybe.** Please send **FREE** information with the photo and personal history of one child to me.
- Send me information on a ☐ boy ☐ girl ☐ either who's struggling to survive in:
- ☐ Wherever the need is greatest
- ☐ Central America ☐ South America ☐ Asia

Name _____

Address _____

City _____ State _____ Zip _____

Phone () _____

E-mail _____

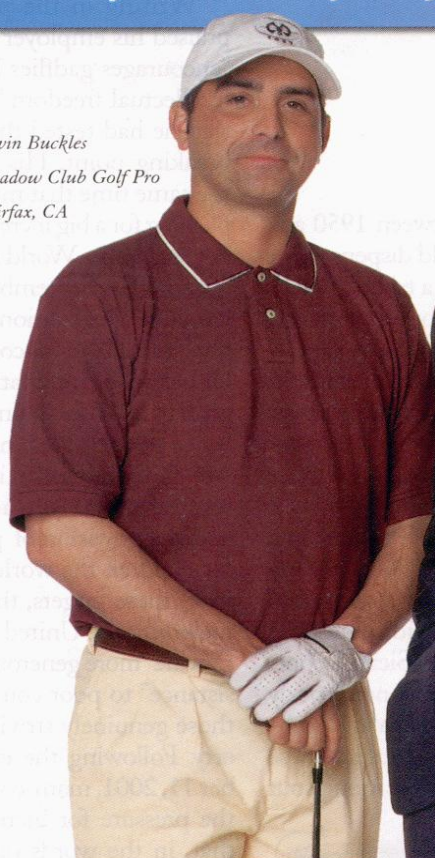
Mail to: **Children International**
2000 East Red Bridge Road, P.O. Box 219413
Kansas City, MO 64121

k39d



Both can prepare you for the back 9 of life.
But only one can tell you if your 401(k) is on the right course.

Kevin Buckles
Meadow Club Golf Pro
Fairfax, CA



Mike Brogliatti
Schwab Investment Specialist
Campbell, CA



401(k) Checkup. Sure. Some people prepare for retirement by having an expert analyze their swing. But if you ask us, a better way is by having one analyze your retirement account.

With Schwab's 401(k) Checkup, you can talk with one of our Investment Specialists and we'll review:

- **Your current 401(k) investments**
- **Potential exposure to risk, such as heavy equity or sector concentration**
- **How to reallocate your investments**

In addition to evaluating your 401(k), we can also assess how it fits in with your overall portfolio strategy. And help you decide if an independent Investment Advisor is right for you.

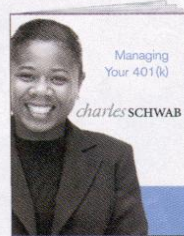
Rest assured, our Investment Specialists will give you the kind of advice you'd expect from Schwab:

Expert advice that's objective, uncomplicated and not driven by commission.

In fact, we've even developed a guide describing the four things every retirement investor should know called "Managing Your 401(k)."

The point is, the back 9 of your life will be here before you know it. We can help you keep your 401(k) out of the rough.

Call us to speak with an Investment Specialist about your 401(k) and you'll also receive our "Managing Your 401(k)" guide.



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Call

1-888-889-4992

Click

schwab.com

Visit

400 locations nationwide



SHE NEEDS HER FUR COAT MORE THAN YOU DO

Department stores and fur retailers are telling you that fur is the new trend. But don't buy it. With the many warm and fashionable alternatives available, there is no reason to wear fur or fur-trimmed clothing. Whether the animals are trapped or raised on fur farms, the main ingredient in fur is cruelty. Trapped animals suffer in steel-jawed leghold traps, body-gripping traps, or wire neck snares, often chewing through their own limbs in a desperate attempt to escape. Ranched animals live their lives confined in cages, and their misery ends when they are gassed, clubbed, or electrocuted. These inhumane methods are used to avoid damaging the fur. No matter how you look at it, fur isn't chic—it's sick. Be a real trend-setter and don't buy fur coats or fur-trimmed clothing.

IN THE 21ST CENTURY, COMPASSION IS THE NEW FASHION



For more information please contact The Fund for Animals
200 West 57th Street, New York, NY 10019 • 888-405-FUND • www.fund.org

EMOTIONAL APPEAL

a.k.a. **“pathos”** (in excess, “bathos”)

- Usually found when you see . . .
 - Personal examples
 - Excess of tone
 - Figurative language
 - Strong Imagery
 - Connotative, subjective diction
- Appropriate . . .
 - For certain audiences
 - For certain purposes
 - When balanced with other levels of appeal



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LOGICAL APPEAL

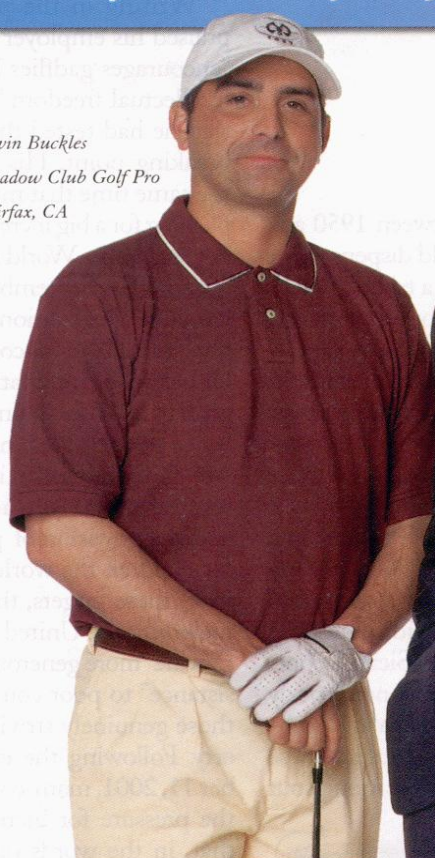
a.k.a. “**logos**”

- Two types:
 - Deductive: Begins with a thesis then proves it with details and examples
 - Inductive: Begins with details and examples which lead up to a conclusion
- Appropriate . . .
 - Always, but appeals more to certain audiences, purposes



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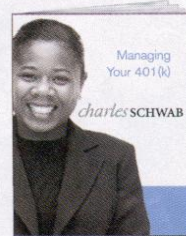
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ETHICAL APPEAL

a.k.a. “**ethos**”

- Analyze the TONE to determine the speaker’s temper.
 - If the tone clashes with the message, the writer loses sincerity and, thus, believability
- Appropriate for “expert witnesses” who . . .
 - Are trustworthy
 - Are sincere
 - Are informed
 - Have intellectual integrity





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